CHANGE

Customs Heritage Ancestry Nationality Gender Equality

County of San Bernardino

Department of Behavioral Health

Summer 2009

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Linguistic Competence

According to Webster's Dictionary, the word "translate" means, "to turn into one's own or another language", "to turn from one set of symbols into another", "to express in more comprehensive terms." Therefore the idea of "translating" forms, brochures and other documents into other languages appears on the surface to be a simple matter. Add to the equation, the idea of "cultural competency", and the notion becomes even more basic to some. Yet, as many have discovered too late, translation of a document in a culturally competent manner is far from simple- it is a subtle, complex process. The following examples (reprinted with permission from Eli Reyna's OC Human Relations Commission newsletter 2000) clearly illustrate the hidden dangers of "poor" translations:

In the 1960's, General Motors introduced the "Nova" car to the Latin American market. Unfortunately, in Spanish, No va means, "it doesn't go."

The Dairy Associations huge success with the campaign "Got Milk?" prompted them to expand advertising to Mexico. It was brought to their attention that the Spanish translation read, "Are You Lactating?"

Coors put its slogan, "Turn It Loose", into Spanish, where it was read as "Suffer From Diarrhea."

Clairol introduced the "Mist Stick" a curling iron, into Germany, only to find out that "mist" is slang for manure.

Pepsi's, "Come Alive with the Pepsi Generation," translated into "Pepsi Brings Your Ancestors Back From the Grave," in Chinese.

When American Airlines wanted to advertise its new leather first-class seats in the Mexican market, it translated its "Fly in Leather" campaign literally, which came out in Spanish as "Fly Naked."

When Gerber started selling baby food in Africa, they used the same packaging as in the U.S., with the smiling baby on the

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An Evening with the Stars

Wednesday, May 27, 2009, The National Alliance for the Mentally Ill (NAMI), in collaboration with the Department of Behavioral Health (DBH), and the Mental Health Commission (MHC), hosted their 4th Annual

Awards Banquet, "An Evening with the Stars." The annual banquet is held to honor individuals and organizations who have made significant contributions in

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Linguistic Competence cont.

label. Later they learned that in Africa, companies routinely put pictures on the labels. of what's inside, due to literacy levels.

The purpose of translation is to provide consumers of all languages the same basic information. Often times people can get caught up in "word-for-word" translation of items from English to another language, which is nearly impossible due to the fact that United States English contains words that simply do not exist in other cultures. Similarly, having a translation that is "culturally competent" means being respectful of other cultures and may necessitate the deliberate altering of the words in need of translation into a more comprehensive word in the other language.

California Codes have additional requirements for translations. The languages that the County of San Bernardino is currently identifying as "threshold" languages include Spanish in addition to English. "Threshold" refers to a numeric identification on a state-wide county basis of the primary language of those individuals who have Medi-Cal. A language becomes a "threshold language" when 3,000 people who have Medi-cal or five (5) percent of the Medi-Cal beneficiary population, (whichever is lower) identify a language other than English as their primary language. According to the most recent DMH Information Notice 08-18 (October, 2007), San Bernardino had 390,066 Medi-Cal beneficiaries, of which 105,233 identified Spanish as their primary language (27%). The next highest languages reported at that time were Vietnamese with 2,102 (.54%) followed by Cambodian and Arabic at 529 (.14%) and 550 (.14%) respectively. Medi-Cal beneficiary data is collected quarterly and is monitored by the Office of Cultural Competence & Ethnic Services

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"The purpose of translation is to provide consumers of all languages the same basic information."

The Department of Behavioral Health's (DBH) New PEI Programs

Have you heard about DBH's new Prevention and Early Intervention (PEI) programs? These Mental Health Services Act (MHSA) funded programs provide services to individuals prior to the onset of a serious emotional or behavioral disorder or early in the development of a mental illness. They also give special attention to the needs of children and youth as well as multicultural and multilingual communities where disparities are evident in access to mental health services. Developing these important community resources will allow DBH to provide services to individuals who do not necessarily meet medical criteria through our DBH clinics.

Starting in July the Military Services and Community Support Program will provide PEI services for military members and their families. Children in these families

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Linguistic Competence cont.

(OCCES) to assist with linguistic program planning and development. The Dymally-Alatorre Bilingual Services Act of 1973 requires that…

" Every state agency that serves a substantial number of English-speaking people and which provides materials in English explaining services shall also provide the same type of materials in any non-English language spoken by a substantial number of the public served by the agency." It continues to state**, "...Every state agency… directly involved in the furnishing of information or the rendering of services to the public whereby contact is made with a substantial number of non-English speaking people, shall employ a sufficient number of qualified bilingual persons in public contact positions to ensure provision of information and services to the public in the language of the non-English-speaking person."**

Translation and interpretation are two different things. A translator takes a written document in one language and changes it into a document in another language, preserving the tone and meaning of the original. Interpretation involves spoken communication between two parties, such as between a patient and a pharmacist, or between a family member and doctor. Telephonic interpretation involves spoken communication over the phone, such as a conference call between a nurse at the clinic, a patient at home, and an interpreter at a remote location.

Remember, both translation and interpretation are skill sets that require in depth knowledge of both languages being used in the situation as well as cultural context. For example, when a monolingual Spanish speaking consumer presents at a clinic where there are no Spanish speaking staff, the interpreter used must have knowledge of behavioral health terminology in both Spanish and English, and must understand the cultural nuances of the consumer, as mental health is seen very differently in other cultures. Having a system in place with reputable and certified translators and interpreters for both written and verbal translations and interpretation is essential. It is not enough to hand a brochure to your secretary who happens to speak Tagolog (Filipino dialect) and assume that it will be translated in a manner that is appropriate for your consumers. Keep in mind that education level and command of the language vary with all of us, and that includes those who translate. More important is delivering information to a consumer in a manner that is respectful to their culture and ensures comprehension of the material in question.

"… both translation and interpretation are skill sets that require in depth knowledge of both languages being used in the situation as well as cultural context."

An Evening with the Stars cont.

providing exceptional mental health services throughout our County.

The star studded event took place at the Hilton Hotel in San Bernardino, CA. The keynote speaker, Mayor of Rancho Cucamonga, Donald J. Kurth M.D., shared a deeply personal glimpse into his experiences as a youth with addiction and homelessness. He emphasized that without perseverance, hope and key supportive people and programs that promoted recovery, he would not have been able to transcend addiction and forge his path to an Ivy League education and successful careers as both physician and public servant.

"employment with DBH has provided independence and increased self-esteem."

In addition Cindy Messer, David Miller, and Robert Dotson (all three are Peer and Family Advocates, employed by DBH) shared their inspiring stories about living with and overcoming mental health issues. They described their individual recovery process, where they are in that process now, and their goals for the future. All three individuals expressed how employment with DBH has provided them independence and increased their self-esteem. Another common theme shared by the three speakers, was their desire to help others realize and believe that there is hope for recovery.

In addition to the exceptional speakers, there was a wonderful dinner, professional entertainment (Provided by Dayna Belcher), the premier of the brand new DBH informational DVD, and ***what the night was really all about***, the special recognition of the "2009 Stars."

Award Categories and Recipients:

Behavioral Health County Program:
Department of Behavioral Health Office of Consumer and Family Affairs

Honorable mention:
Department of Behavioral Health Supervised Treatment after Release (STAR) Program.

Behavioral Health Contract Agency:
Telecare. Highlighted were Assertive Community Treatment (ACT), Member Assertive Positive Solutions (MAPS), and the Forensic Assertive Treatment (FACT) Programs.

Honorable mention:
Mental Health Systems, Inc. Success First.

County of San Bernardino Staff Member:
Bill Moseley, Director of Veteran's Affairs.

Honorable mention:
Arvita Crabtree, Clinic Supervisor for the Department of Behavioral Health.

Contract Staff Member:
Maria Cantu, Mental Health Systems, Inc.

Honorable mention:
Linda Hart, Inland Behavioral and Health Services Inc.

Behavioral Health Community Advocate:
Clara Wise, staff liaison for the Vet-to-Vet Program at the VA Loma Linda Healthcare System.

Family Member:
Maria Franco, volunteer with the Promotores de Salud at the El Sol Neighborhood Center.

Peer Advocate:
Annabel Najera, President of the FUN Clubhouse in Rialto.

Honorable mention:
Edward Deyon, member of Pathways to Recovery in Rialto.

Media Support:
San Bernardino AMERICAN Newspaper, a community information source and resource.

Honorable mention:
Press-Enterprise Newspaper.

DBH's New PEI Programs cont.

may face adjustment difficulties and vulnerabilities as they live with the anxiety of having a parent serving in a time of war. In addition, the men and women returning from active duty carry the emotional scars of prolonged battle fatigue and possibly Post Traumatic Stress Disorder (PTSD). The program will target the Fort Irwin Army base in the High Desert and the Marine Air Ground Combat Center in 29 Palms.

Also starting in July is the Older Adult Community Services Program. This program will take services to older adults living in geographically isolated areas to assist them in maintaining an appropriate level of home and personal safety, and provide bilingual and culturally competent prevention and early intervention services.

There are three other PEI programs that will be coming out soon that you should know about. The Native American Resource Center project will provide culturally appropriate mental health education and activities incorporating Native-American philosophies and traditions as a platform. The Promotores de Salud project will promote mental health awareness, education and available resources for those that belong to various socio-cultural diverse communities countywide. It is unique in addressing the needs of our cultural diverse community, in that it uses community members to establish channels of communication within the community. The Resilience Promotion in African-American Children project is for elementary school aged African-American children and will provide services in culturally appropriate settings, incorporating African-American philosophies and traditions as a platform from which to offer mental health educational programs.

It is estimated that over the next three years over 66,625 individuals and 18,427 families will receive prevention and early intervention services. For more information about PEI please contact the Office of Prevention and Early Intervention at (909)421-4601.

2009 PRIDE Academy

The Inland Empire Lesbian, Gay, Bisexual, Transgender, & Questioning (LGBTQ) Task Force in conjunction with the Department of Behavioral Health, Cal State San Bernardino Pride Center and Bienestar Health Services is preparing to offer a new training opportunity called The County of San Bernardino Pride Academy. The Pride Academy is a training strategy developed to educate and train interested youth in becoming well informed individuals and advocates for the LGBTQ community. LGBTQ youth face tremendous difficulties in a society where heterosexuality often seems the only acceptable orientation and homosexuality is regarded as deviant. This variation from cultural concepts of "normal gender" often evokes hostility or violence. Research

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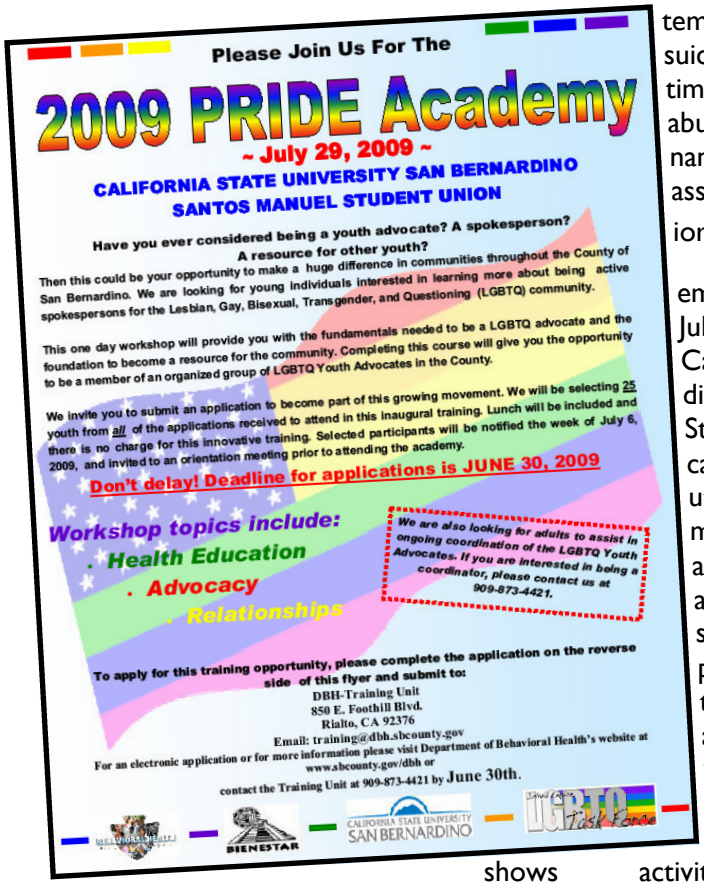
"...heterosexuality often seems the only acceptable orientation and homosexuality is regarded as deviant."

2009 PRIDE Academy cont.



"The youth will leave the Pride Academy with the knowledge and resources they need to be of assistance to other youth and members of their communities."

shows that homophobia and heterosexism greatly contribute to LGBTQ youth's high rates of attempted and completed suicide, violence victimization, substance abuse, teenage pregnancy, and HIV-associated risky behaviors.

The Pride Academy will take place on July 29, 2009, at the Cal State San Bernardino Santos Manuel Student Union. Applications were distributed during the month of June. Ten adult coordinators and 25 youth will be selected to participate in this inaugural training event. The adult coordinators will serve as organizers for the youth and their outreach activities. The Pride Academy will cover a wide variety of topics such as mental health, suicide prevention, substance abuse, health and wellness, interpersonal skills and the history of the LGBTQ culture. The youth will leave the Pride Academy with the knowledge and resources they need to be of assistance to other youth and members of their communities. The academy will serve as a conduit for supplying young adults and selected coordinators with valuable resources needed to effectively inform and advocate for the LGBTQ community. We hope that this will be the first of many annual Pride Academies in the County of San Bernardino.

Visit the DBH internet or intranet web sites and look under the announcements section for a copy of the PRIDE Academy participant application.

NAMI– National Alliance on Mental Illness

On June 12, 2009 NAMI-San Bernardino Affiliate celebrated the completion of the first NAMI Family-to-Family class. The NAMI Family-to-Family Education Program is a free, 12-week course for family caregivers of individuals with severe mental illnesses. The class was taught by Carmen and Erica Limon. Nine individuals graduated from the first class and received education on various mental illness topics, along with support from their fellow classmates to continue their journey of caring for their loved ones suffering from a mental illness. Graduates learned about advocating for their loved ones and how to bring awareness to their communities about the needs of the mentally ill. **The celebration does not stop there, NAMI will be starting Family-to-Family (Familia-a-Familia) classes in Spanish. The 12-week**

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NAMI– cont.

class in Spanish will start on June 17th, the classes will be held at the Behavioral Health Resource Center (BHRC), 850 E. Foothill Blvd, in Rialto. The classes start at 6:30 p.m., we look forward to a great class and new friendships and support.

Some of the topics in the Family to Family workshops are:

- Information about schizophrenia, major depression, bipolar disorder (manic depression), panic disorder, obsessive-compulsive disorder, borderline personality disorder, co-occurring brain disorders and addictive disorder
- Up-to-date information about medications, side effects, and strategies for medication adherence
- Current research related to the biology of brain disorders and the evidence-based treatments that promote recovery
- Gaining empathy by understanding the subjective, lived experience of a person with mental illness
- Learning in special workshops for problem solving, listening, and communication techniques
- Acquiring strategies for handling crises and relapse
- Focusing on care for the caregiver: coping with worry, stress, and emotional overload
- Guidance on locating appropriate supports and services within the community

Information on advocacy initiatives designed to improve and expand services

For more information about NAMI see www.nami.org.
For more information about NAMI-San Bernardino Affiliate contact Doris Turner at 909-421-4624.

Do you work with someone who exemplifies Cultural Competency? Someone who is both sensitive and respectful to persons of all cultures, whether colleague or consumer? If so, the Office of Cultural Competence and Ethnic Services would like to formally acknowledge these individuals.

Please fill out the necessary information below and inter-office mail it back to us and we'll make sure this employee or consumer gets acknowledged in our next newsletter. Our inter-office mail code is 0920.

Awardees will be honored at the Mental Health Commission meeting. Thank you.

Name: _____

Work address:_____
_____

Discipline:_____

Why you believe he/she is Culturally Competent:
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Example of dedication to Cultural Competency:
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What's Happening...

Community Events…

PRIDE Academy
July 29, 2009
Info: WET (909) 873-4421

41st Annual SCIC Powwow
July 31, August 1 & 2, 2009
Gene Autry Museum
Los Angeles, CA
Info: http://www.indiancenter.org

MHSA Innovations
August 18, 2009 2:00-4:00 PM
Behavioral Health Resource Center (BHRC)
Info: Marisa Valenzuela (909) 421-9263

Cultural Competence Advisory Committee (CCAC)
Monthly meeting, times/dates vary
Locations TBA
Info: Megan Johnson (909) 421-4677

2nd Annual Pala Powwow
August 15 & 16, 2009
Pala Sports Park
Pala Indian Reservation
Pala, CA
Info: (760) 742-1590

Guest lecture: Serrano Indians– the Desert Connection, by Britt Wilson
August 26, 2009
San Bernardino County Museum
Info: http://www.co.san-bernardino.ca.us/museum

Coalitions and Workgroups…

African American Mental Health Coalition
1st Monday of the month
6:30-8:00 PM
Knott's Family Agency
Info: Linda Hart (909) 881-6146

API Coalition
2nd Tuesday of the month
10:00 AM-12:00 PM
Location TBA
Info: Jennifer Gonzalez (909) 873-4423

Latino Coalition
July 30, 2009,
9:00- 10:30 AM
El Sol Neighborhood Education Center
Info: Maribel Gutierrez (909) 421-4608

LGBT Workgroup
Meeting, times/dates TBA
Locations TBA
Info: Jennifer Gonzalez (909) 873-4423

Native American Workgroup
4th Wednesday of the month
10:00- 11:30 AM
Behavioral Health Resource Center (BHRC)
Info: Maribel Gutierrez (909) 421-4608

Spanish Speaking Workgroup
Meeting times/dates TBA
Locations: TBA
Info: Maribel Gutierrez (909) 421-4608

Women's Workgroup
2nd Friday of the month, 1:00-2:00 PM
Behavioral Health Resource Center (BHRC)
Info: Jennifer Gonzalez (909) 873-4423

COUNTY OF SAN BERNARDINO

DEPARTMENT OF BEHAVIORAL HEALTH

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